

ISS Commercialization Video Draft Script

Time: approx. 5 minutes

Audience: Industry not necessarily familiar with ISS opportunity

Venue: conference exhibits; introduction to speeches; CD-ROM distributed to industry

Long-range objective: to encourage companies to invest in ISS opportunities

Theme: ISS opens a new era of space exploration and provides opportunities for the creation of new markets and industries. ISS will provide an unprecedented research capability in the microgravity environment of space. Companies are investing and benefiting from space based research.

Images/Text	Narration
<p>Animation of ISS</p> <p>Alternating images of launch, space research and ground research</p> <p>Company logos</p> <p>"Your company can be here"????</p> <p>Bookmark text as a graphic</p>	<p>Orbiting 250 nautical miles above the Earth, the International Space Station, an unparalleled international venture, has opened a new era of space exploration and discovery. ISS brings exciting, new opportunities for U.S. industry and economic benefits for people on earth.</p> <p>Companies of all sizes have already begun to explore the opportunities and reap the rewards of commercial space and microgravity research. The start of operations on the ISS will help expand these opportunities, providing business with additional resources for exploring, creating, and profiting from this new frontier.</p>
<p><i>Tim Taylor, Harbert Mgt. Consulting— Ventures in Space</i> 02:04:40-46</p>	<p><i>"Companies come to us to find out how to gain a competitive advantage and to me there's no better way to do this than a platform like the Station."</i></p>

<p>Video of astronauts performing research on orbit</p> <p>Scrolling text overlays listing ISS facilities:</p> <ul style="list-style-type: none"> – Biotechnology Facility – X-Ray Crystallography Facility?? – Window Observational Research Facility (WORF) – Gloveboxes – Exposed Pallets – Centrifuge – Human Research Facility – etc. 	<p>ISS provides a world class laboratory and long-term access to space. Industry has only just begun to take advantage of the unique opportunities afforded by space and the microgravity environment. Space provides conditions that include high vacuum, while microgravity – commonly referred to as zero gravity -- provides a means for unlocking many mysteries by reducing or eliminating the effects of gravity.</p> <p>ISS will be a fully outfitted laboratory, providing a complete suite of laboratory support equipment and services such as power, telecommunications, teleoperation, and astronauts to tend experiments. ISS is a platform for earth observation, and a facility for the development of new technologies for space and ground applications.</p> <p>Using ISS, industry can develop products and processes not possible on Earth, enabling the development of new markets and businesses. Agriculture, biotechnology, information technology, communications, new materials, manufacturing, and pharmaceutical research are just a few of the areas that can benefit from ISS.</p>
<p>Video: Congress with ISS</p> <p>Text:</p> <ul style="list-style-type: none"> – Stable pricing policy – Intellectual property protection – Single point-of-contact <p>Video: people working at CSCs with fly-in CSC logos; Animated map with CSCs?</p> <p>Video: show commercial.hq.nasa.gov or zoom in to a shot of the entrepreneurial offer Registration & Disposition process/</p>	<p>Economic development of space is a national priority that can directly benefit your corporate goals. The 1998 Commercial Space Act makes economic development a key goal of the ISS. To streamline this process, NASA has established reliable, stable pricing and strong intellectual property protection for your station research. And there is now one NASA office for you to work with as you begin your new venture.</p> <p>You can become involved in two ways. You may choose to partner with one of NASA's Commercial Space Centers. These Centers are NASA-sponsored consortia of industry and academia that are dedicated to the commercial development of space. Commercial Space Centers, organized by research discipline and led by industry needs, will facilitate your company's ground or space-based research.</p> <p>Commercial Space Centers are not your only avenue to space. Your company may also submit an entrepreneurial offer to NASA and invest in an ISS-related business. Your entrepreneurial offer will allow your company to utilize, operate, or develop new</p>

Disposition process/ cover page or stock industry footage Text: Entrepreneurial offer	capabilities for the ISS.
Potential quotes-- 1) Chuck Doarn, <i>Ventures in Space</i> <i>edited version @</i> <i>15:16-15:35</i> <i>(39:50-40:06 full</i> <i>feed)</i> 2) <i>Growing a</i> <i>Business in Space,</i> <i>@ approx. 3</i> <i>minutes</i>	1) “By leveraging the technology of industry and the commercial sector, you begin to strengthen the relationship. To bring industry into it, and to bring academia into it, you further develop your own goals, and it’s a win-win solution for all parties.” 2) “The ISS is cultivating new relationships between private industry and NASA.”
ISS animation Montage Video of researchers working [“Diabetes Made Crystal Clear” (second segment of Commercial Tape 5)] Video from Spacehab or KSC/JSC of research modules, people working in Astrotech and mockups Video—Space Flower Will need to get vide from Metal Oxide Technologies or SVEC. If unavailable, find video of power	A number of innovative, diverse businesses have already built upon their partnerships with NASA to bring hundreds of new products to market--from new medical technologies, to unique flavors and fragrances, to improved electrical components that make power generation less expensive and far less harmful to the environment. Here are just a few... The Eli-Lily corporation, together with NASA’s Center for Macromolecular Crystallography and the Haputman-Woodward Medical Research Institute, have used space-grown insulin crystals to bring to market a new, fast-acting, long-lasting form of a drug that combats diabetes. From its initial investment in the Space Shuttle research module, SpaceHab, Inc. has expanded its operations to provide infrastructure for Shuttle and Station facilities and operations. Today, SpaceHab is a publicly traded company with revenues of over \$100 million a year. When International Flavors and Fragrances flew a miniature rose called “Overnight Scentsation” on the STS-95 Shuttle mission, they found that the properties of microgravity created an entirely new scent in the flower. This new fragrance can be marketed as a new perfume—an important entry into the multi-million dollar flavor and fragrance industry. Metal Oxide Technologies, in cooperation with the Space Vacuum Expitaxy Center, has commercialized high-temperature superconducting wires, a material developed using the unique

plants and wires, etc.	<p>properties of microgravity. These wires carry extremely high electrical currents while reducing transformer size and eliminating a number of environmental concerns. Metal Oxide Technologies has successfully licensed these wires and will shortly open a production plant for manufacture and distribution.</p> <p>Even industries not traditionally associated with the commercial use of space—like the entertainment and education industries—will find a niche in ISS commercialization. NASA and Dreamtime Holdings, Inc. have formed a partnership that will deliver the adventure of space through the digital frontier. Dreamtime will provide high-definition TV coverage of space, create a web-based digital archive of NASA imagery, and develop public documentaries.</p>
Bernard Harris; former astronaut/ Chief Scientist & VP of Spacehab Ventures in Space 02:39:33-42	<i>Right now we're talking about e-commerce as the buzzword. In the future I think you're going to have this 's-commerce', and the 's' stands for 'space.'"</i>
	When you choose to become an industrial partner on the Station, you join a diverse group of businesses that have already experienced the benefits of space research—and brought these benefits back to Earth. Now is your chance to take advantage of the unique opportunities afforded by the International Space Station and an entrepreneurial partnership with NASA.
<i>Chamber of Commerce ambassador— Ventures in Space 02:10:04-24</i>	<i>"There are any number of areas in which space plays a role in the development of a product. I think that this is going to expand geometrically. I think that this will be the same kind of revolution we've seen with computerization and the IT industry. I think we want to be a part of it. I think America will want to be a part of it. I think it has to be a part of it."</i>
Pan up from Earth to very tiny shot of ISS, and zoom into Station	As we open a new era of exploration and discovery we invite you to join us, to establish your company's place in space, and help expand this new frontier of business...on the International Space Station.
<p style="text-align: center;"><i>Text on screen</i></p> <p style="text-align: center;">For additional information, please visit our website at http://commercial.nasa.gov Or contact... Space Utilization and Product Development Division NASA Headquarters Washington, D.C. 20546</p>	